Orders Order / Rev: 711186 06301504 Alt Order #:

> MARTIN FOR ATTY GEN Product Desc:

Estimate: C09C15

Flight Dates: 10/09/12 - 10/15/12

Original Date / Rev: 10/11/12 / 10/11/12

Order Type: Political KSDK

NAT

Primary AE: Kristin Waskie

Sales Office: T-PHI

Smart Media Group Inc/ POL Agency Name:

Buying Contact:

Billing Contact: 814 King Street

Alexandria, VA 22314

Billing Cycle:

Billing Calendar:

Sales Region:

Billing Type:

Broadcast WEEKLY

Agency Commission:

15%

Cash

Advertiser Name: Martin, E/R / Attorney General

> A35+ Demographic:

> **Product Codes:** PL-State/Local Misc Priority: P-3

Revenue Codes: AGY, GEN, POL New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan **Totals**

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/08/12	10/14/12	28	\$19,805.00	\$16,834.25		
10/15/12	10/21/12	5	\$4,060,00	\$3,451,00		

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	33	\$23,865.00	\$20,285.25	186.20
Totals	33	\$23,865,00	\$20 285 25	186 20

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSDK	39%	\$23,865.00
Market	100%	\$61.192.31

Competitive Share	Share	Total
CABLE	0%	\$0.00
KDNL	4%	\$2,447.69
KETC	0%	\$0.00
KMOV	28%	\$17,133.85
KNLC	0%	\$0.00
KPLR	4%	\$2,447.69
KTVI	25%	\$15,298.08
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
	1	KSDK	10/09/12	10/14/12	M-F 430-5p Jeopardy	CM	430-5p	T	:30	1	\$500.00 P-3	5.30 NM	1	\$500.00
	We	<u>Star</u> eek: 10/0		End Date 10/14/12	Weekdays T	Spots/Week 1	<u>Rate</u> \$500.00	Rating 5.30						
_	2	KSDK	10/15/12	10/15/12	M-F 430-5p Jeopardy	CM	430-5p	M	:30	1	\$500.00 P-3	5.30 NM	1	\$500.00
		Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						

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Order / Rev: 711186 Advertiser: Martin, E/R / Attorney General

Alt Order #: 06301504 Product Desc: MARTIN FOR ATTY GEN KSDK

Flight Dates: 10/09/12 - 10/15/12 Estimate: C09C15

Ln Ch Start End	Inventory Code	Break	Start/End	Time Days	Len Spo	its I	Rate Pri	Rtg Type	Spots	Amount
2 KSDK 10/15/12 10/15/12	•	CM	430-5p	M	- :30	1 \$5	500.00 P-3	5.30 NM	1	\$500.00
Ctart Data - Fred Data	Jeopardy	Consta //// all	Data	Datina						
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 <u>10/21/12</u>	<u>Weekdays</u> M	Spots/Week 1	Rate \$500.00	Rating 5.30						
Spot Ch Date Range D	Description		/End Time		Weekdays	Length		Rtg Type		
1 KSDK 10/15/12-10/21/12 N	Л-F 430-5p	430-	5p		M	:30	(\$500.00)	5.30 NM		
See MG 2.2 2 KSDK 10/12/12-10/12/12 N	1-F 430-5n	430-	5n		F	:30	\$500.00	5.30 NM		
(f) MG for 2.1 10/15	и-т 430-3р	430-	ЭР			.50	ψ500.00	3.30 INIVI		
[move to Fri 10/12]										
3 KSDK 10/09/12 10/14/12		CM	5-6A	W	- :30	1 \$2	250.00 P-3	2.10 NM	1	\$250.00
Start Data End Data	5-6a	Spots/Week	Poto	Dating						
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	<u>Weekdays</u> W	<u>Spois/Week</u>	Rate \$250.00	Rating 2.10						
4 KSDK 10/09/12 10/14/12	M-F 5-6A	CM	5-6A	F-	- :30	1 \$2	250.00 P-3	2.10 NM	1	\$250.00
	5-6a									
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 <u>10/14/12</u>	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$250.00	Rating 2.10						
5 KSDK 10/15/12 10/15/12		CM	5-6A	M	- :30	1 \$3	300.00 P-3	2.10 NM	1	\$300.00
0 110511 10/10/12 10/10/12	5-6a	O.W.	0 0/1	112	.00	. ψ	300.001 0	2.10 1411		φοσσ.σσ
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12 10/21/12	M	1	\$300.00	2.10 W		4 0		0.40.104		# 500.00
6 KSDK 10/09/12 10/14/12	M-F 6-7A 6-7a	CM	6-7A	W	- :30	1 \$5	500.00 P-3	3.40 NM	1	\$500.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	W	1	\$500.00	3.40						
7 KSDK 10/09/12 10/14/12	M-F 6-7A 6-7a	CM	6-7A	F-	- :30	1 \$5	500.00 P-3	3.40 NM	1	\$500.00
Start Date End Date	6-7a Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	F	1	\$500.00	3.40						
8 KSDK 10/15/12 10/15/12		CM	6-7A	M	- :30	1 \$5	550.00 P-3	3.40 NM	1	\$550.00
Otant Data - Faid Data	6-7a	01-00-1	Data	Datina						
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 <u>End Date</u>	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$550.00	Rating 3.40						
9 KSDK 10/09/12 10/14/12	M-F NBC Today	7-9A CM	7-9A	- T	- :30	1 \$4	450.00 P-3	3.80 NM	1	\$450.00
	NBC Today 7-9A									
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 <u>End Date</u>	<u>Weekdays</u> - T	Spots/Week 1	<u>Rate</u> \$450.00	Rating 3.80						
10 KSDK 10/09/12 10/14/12		-	7-9A	W	- :30	1 \$4	450.00 P-3	3.80 NM	1	\$450.00
10 110511 10/00/12 10/11/12	NBC Today 7-9A		. 67.		.00	. •		0.00		ψ.00.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	W	7 0	\$450.00 7-9A	3.80 T	- :30	1 \$4	450.00 P-3	3.80 NM	1	\$450.00
11 KSDK 10/09/12 10/14/12	NBC Today 7-9A		7-9A	1	30	ι φ²	+50.00 F-5	3.00 INIVI	'	Φ430.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	T	1	\$450.00	3.80						
12 KSDK 10/09/12 10/14/12	M-F NBC Today 7-9A		7-9A	F-	- :30	1 \$4	450.00 P-3	3.80 NM	1	\$450.00
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	F	1	\$450.00	3.80						
13 KSDK 10/15/12 10/15/12			7-9A	M	- :30	1 \$5	560.00 P-3	3.80 NM	1	\$560.00
RATE REVISION	NBC Today 7-9A									
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12 10/21/12	M	1	\$560.00	3.80						
14 KSDK 10/09/12 10/14/12		CM	6-7A	S	3- :30	1 \$2	225.00 P-3	3.00 NM	1	\$225.00
Start Date End Date	Sat 6-7A Weekdays	Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	S-	1	\$225.00	3.00						

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Order / Rev: 711186 Advertiser: Martin,E/ R / Attorney General

Alt Order #: 06301504 Product Desc: MARTIN FOR ATTY GEN KSDK

Flight Dates: 10/09/12 - 10/15/12 Estimate: C09C15

Ln Ch Start End	Inventory Code Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
15 KSDK 10/09/12 10/14/12	Sat 9a CM Sat 9-10a	9-10A	S-	:30 1	\$400.00 P-3	4.50 NM	1	\$400.00
Start Date	Weekdays Spots/Week	Rate \$400.00	Rating 4.50					
16 KSDK 10/09/12 10/14/12	M-F 5P News CM	5-530P	W	:30 1	\$1,000.00 P-3	8.60 NM	1	\$1,000.00
Start Date End Date	News Channel 5 at 5P Weekdays Spots/Week		Rating					
Week: 10/08/12 10/14/12 17 KSDK 10/09/12 10/14/12		\$1,000.00 6-630P	8.60 - T	:30 1	\$1,100.00 P-3	8 60 NM	1	\$1,100.00
17 NODIC 10/03/12 10/14/12	News Channel 5 at 6P	0 0001	- 1	.50 1	ψ1,100.001-3	0.00 14101	<u>'</u>	ψ1,100.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 <u>End Date</u>	Weekdays Spots/Week	Rate \$1,100.00	Rating 8.60					
18 KSDK 10/09/12 10/14/12	M-F 6P News CM	6-630P	W	:30 1	\$1,100.00 P-3	8.60 NM	1	\$1,100.00
Start Date End Date	News Channel 5 at 6P Weekdays Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	W 1	\$1,100.00	8.60		^			
19 KSDK 10/09/12 10/14/12	M-F 6P News CM News Channel 5 at 6P	6-630P	T	:30 1	\$1,100.00 P-3	8.60 NM	1	\$1,100.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 <u>End Date</u>	Weekdays Spots/Week	Rate \$1,100.00	Rating 8.60					
20 KSDK 10/15/12 10/15/12	M-F 6P News CM News Channel 5 at 6P	6-630P	M	:30 1	\$1,350.00 P-3	8.60 NM	1	\$1,350.00
Start Date	Weekdays Spots/Week	Rate \$1,350.00	Rating 8.60					
21 KSDK 10/09/12 10/14/12	NC5 at 5P Sun CM	5-530P	S	:30 1	\$500.00 P-3	6.80 NM	1	\$500.00
Start Date End Date	News Channel 5 at 5P Sun Weekdays Spots/Week		Rating					
Week: 10/08/12 10/14/12 22 KSDK 10/09/12 10/14/12	S 1 LN (Sa) CM	\$500.00 10-1035p	6.80	:30 1	\$1,200.00 P-3	5 90 NM	1	\$1,200.00
	LN (Sa)	·		.50	ψ1,200.001-3	3.30 TVIVI		ψ1,200.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 <u>10/14/12</u>	Weekdays Spots/Week	Rate \$1,200.00	Rating 5.90					
23 KSDK 10/09/12 10/14/12	630-7P Wheel CM 630-7P Wheel of Fortune	630-7P	- T	:30 1	\$1,000.00 P-3	9.00 NM	1	\$1,000.00
Start Date	Weekdays Spots/Week	Rate \$1,000.00	Rating 9.00					
Spot Ch Date Range D	Description Sta	rt/End Time		/eekdays Le		Rtg Type		
1 KSDK 10/08/12-10/14/12 6 See MG 23.2	330-7P Wheel 630	-7P	- [Γ	:30 (\$1,000.00)	9.00 <i>NM</i>		
2 KSDK 10/11/12-10/11/12 6	30-7P Wheel 630	-7P		Th	:30 \$1,000.00	9.00 NM		
24 KSDK 10/09/12 10/14/12	630-7P Wheel CM 630-7P Wheel of Fortune	630-7P	W	:30 1	\$1,000.00 P-3	9.00 NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Spots/Week	Rate \$1,000.00	Rating 9.00					
25 KSDK 10/09/12 10/14/12		630-7P	F	:30 1	\$1,000.00 P-3	9.00 NM	1	\$1,000.00
Ctart Data - Fad Data	630-7P Wheel of Fortune	Data	Datina					
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 <u>End Date</u>	Weekdays Spots/Week	Rate \$1,000.00	Rating 9.00					
26 KSDK 10/15/12 10/15/12	630-7P Wheel CM 630-7P Wheel of Fortune	630-7P	M	:30 1	\$1,300.00 P-3	9.00 NM	1	\$1,300.00
Start Date	Weekdays Spots/Week	Rate \$1,300.00	Rating 9.00					
27 KSDK 10/09/12 10/14/12	630-7P Wheel Sat CM	630-7P	S-	:30 1	\$500.00 P-3	5.80 NM	4	\$480.00
Start Date End Date Week: 10/08/12 10/14/12	630-7P Wheel of Fortune Sat WeekdaysS- Spots/Week	· . —	Rating 5.80					

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Totals

33

\$23,865.00

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Alt Order #: 06301504 Product Desc: MARTIN FOR ATTY GEN KSDK

Flight Dates: 10/09/12 - 10/15/12 Estimate: C09C15

Ln Ch Start End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots Ra	te Pri	Rtg Type	Spots	Amount
27 KSDK 10/09/12 10/14/12	630-7P Wheel Sat 630-7P Wheel of For	CM tune Sat	630-7P	S-	:30	1 \$500).00 P-3	5.80 NM	4	\$480.00
Start Date	Weekdays Sp	ots/Week 1	Rate \$500.00	Rating 5.80						
Spot Ch Date Range I 1 KSDK 10/08/12-10/14/12	Description 630-7P Wheel Sat	<u>Star</u> 630-	t/End Time -7P		<u>Weekdays</u> Sa	Length :30		Rtg Type 5.80 <i>NM</i>		
See MG 27.2,27.3,27.4 [NA/Oversold]	,27.5									
2 KSDK 10/11/12-10/12/12 M MG for 27.1 10/13 [n/a]	M-F 5-6A	5-6 <i>A</i>	A		ThF	- :30 :	\$375.00	5.80 NM		
3 KSDK 10/11/12-10/12/12 M MG for 27.1 10/13	M-F 4-5A	4-5A	A	-	ThF	:30	\$35.00	5.80 NM		
[n/a] 4 KSDK 10/11/12-10/12/12 № № MG for 27.1 10/13	И-F 4-5А	4-5 <i>A</i>	A.		ThF	- :30	\$35.00	5.80 NM		
[n/a]	A F A F A	4.50			ThF	.20	#25.00	5 00 NM		
5 KSDK 10/11/12-10/12/12 N MG for 27.1 10/13 [n/a]	VI-F 4-5A	4-5 <i>A</i>	\	-	INF	- :30	\$35.00	5.80 NM		
28 KSDK 10/09/12 10/14/12	Fri Prime B Grimm	СМ	8-9P	F	:30	1 \$2,400	0.00 P-2	5.10 NM	1	\$2,400.00
RATE REVISION			5.	.						
Start Date End Date Week: 10/08/12 10/14/12	<u>Weekdays</u> <u>Sp</u> F	ots/Week 1		Rating 5.10						
N29 KSDK 10/09/12 10/14/12	Fri Prime C Dateline	СМ	9-10P (9:00 PM-1	F 0:00 PM)	:30	1 \$1,500	0.00 P-3	6.60 NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> Week: 10/08/12 10/14/12	Weekdays Sp	ots/Week	Rate \$1,500.00	Rating 6.60						
	<u>Description</u>		t/End Time		Weekdays	Length		Rtg Type 6.60 NM		
See MG 29.2 [NA/Oversold]	III IIIIe O	3-10	,,	(3.00 1 101-10.00 1	1	. 30(φ1,	,000.00)	0.00 14101		
2 KSDK 10/14/12-10/14/12 F	ootball Night in Americ	a 6-71	5р	-	Sı	ı :30 \$1	,500.00	6.60 NM		
30 KSDK 10/09/12 10/14/12	Football Night in Ame Football In America	erica©M	6-715p	S	3 :30	1 \$1,500	0.00 P-3	6.00 NM	1	\$1,500.00
Start Date End Date Week: 10/08/12 10/14/12	Weekdays Sp	ots/Week 1	Rate \$1,500.00	Rating 6.00						